TAPPI AICC

2016 SUPER CORR EXPO®

October 17-20, 2016
Orlando Florida USA

SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

www.supercorrexpo.org

THINK OUTSIDE THE BOOTH

There is no better way to reach your target audience than through event marketing and sponsorships! From NEW opportunities like Blackout Bingo & Golf Sponsor options, Event Galas, Receptions, Mobile Apps, the SuperCorrCafé and Charging Station to coveted Lanyards, Badge Holders, Floor Maps, Bag Inserts, Registration Pens, Aisle Sign Sponsors and more – there is something for all budgets.

TAPPI/AICC SuperCorrExpo® 2016 will be held October 17-20, 2016 at the Orange County Convention Center, in Orlando, Florida USA.

If you are ready to grow your business or expand your reach… if your product raises the bar for board converters … if your strategy is taking your business to a new part of the globe … then you don't want to miss the opportunity to be with the most important gathering of decision makers in the corrugated industry.

TAPPI's SuperCorrExpo is a world-class affair for unique networking and educational opportunities providing attendees a glimpse at the latest products and innovations that define the direction of our industry. There is no better way to reach your target audience!

And, there's no better way to stand out from the rest of your competitors than by becoming a SPONSOR or HOSTING a key PROMOTIONAL EVENT!

Why Orlando?

Relationship building. Relationships are the key to successful business and Orlando provides trusted venues and a unique atmosphere that allows your employees and customers to connect with each other and become productive, time and time again.

Affordability and value. Orlando's accommodation, meal and airfare costs are among the lowest when compared to other key destinations. And Orlando meetings go beyond tangible cost savings into the realm of providing an overall value that produces positive ROI.

Accessible destination. With more than 41 scheduled airlines provide nonstop service from 88 domestic and 19 international cities at the Orlando International Airport, the Corrugated Packaging Industry will have no trouble reaching you.

Superior service. It's simple in theory, but complex in execution. That's why Orlando's commitment to provide stakeholders and participants with true hospitality comes from more than just hard work — it's part of their culture.

Dynamic destination. If you have not been to Orlando lately, its best-kept secret is how much it has matured. There are new hotels, nationally known restaurants and award-winning local favorites, exclusive shopping, and thrilling theme parks that are always up to something new.

Think of SuperCorrExpo in Orlando as a wise investment — sound, practical and secure. We like to call it ROI — that's Return on Ideas.

NEW! Blackout Bingo

A traffic building promotion to bring attendees right to your booth! $1,000 per square

It's Bingo, with your company name in a square. An attendee has to visit & get a stamp from ALL 25 companies on the BINGO card to be entered into a $5,000 Giveaway. An amazing way to make sure your company booth is on their path! This will be a highly visible opportunity.

SuperCorrCafé Sponsorship

EXCLUSIVE! $8,500

As the exclusive sponsor for this special place for attendees to relax, enjoy soft drinks and appreciate your sponsorship, this high visibility opportunity includes signage as the sponsor onsite, on the website, listed in the Show Guide and show promotions including the Attendee Brochure as the SuperCorrCafé sponsor. Tent cards will be placed on all the tables and you can distribute your literature!

To kick off SuperCorrExpo … it's all about the Golf Sponsorships!

Golf Hole Sponsor- $850
Special signage with your logo

Golf Cart Sponsor -$5,500
Recognition on every golf cart

Beverage Cart Sponsor- $6,500
Drinks are on you for golfers as the cart drives around from hole-to-hole with your company sign on it as the sponsor

Half Way House Bar Sponsor - $5,500
Located at the halfway point of the course, you will have signage and the option to distribute a giveaway to all golfers. You will also receive Sponsor recognition on the website and in the Event Guide

Box Lunch Sponsor - $5,000
Sponsorship provides box lunches for golfers at tournament start. Promotional recognition card included inside all box lunches. You will also receive Sponsor recognition onsite, on the website and in the Event Guide

Golf Giveaway Sponsor - $2,500 (limit 3 sponsors)
Distribute a giveaway for the golfers such as hats, golf balls, or towels. Everyone will be walking around with your logo on the course. Sponsor provided

Hosted Welcome Reception

$750.00

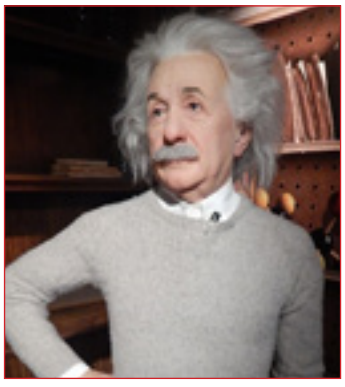
All attendees and exhibitors are invited to the official Welcome Reception on Sunday Night. Be associated with this reception with your company listed in the event guide, prominently displayed at the reception, plus on the websites sponsor acknowledgement page. Multiple sponsors welcomed.

Gala at Madame Tussauds Wax Museum

$7,000 (limit 4 companies)

Sponsor the biggest networking event of SuperCorrExpo: an evening with the stars at the famous Madame Tussauds in Orlando on Tuesday, October 18th.

Your logo will appear on all promotions related to sponsorships, signage onsite, napkins provided with your logo, logos on tickets, listed in the calendar of events, and 5 Gala Tickets for your use. Drinks, food and music will add to the guests' appreciation of your sponsorship as they "meet" all of their favorite stars from award winning film actors, world leaders to sports stars & music legends!



NEW OPPORTUNITIES:

Pick Your Special Event To Sponsor

$4,500 per event

There are some high visibility opportunities to sponsor lunches, parties, or breakfasts at SuperCorrExpo and have your company associated with an outstanding event:

- **Monday Lunch Sponsor** for paid Conference Attendees on the Show Floor, (2 opportunities, exclusive)
- **Monday Networking Reception Sponsor** on exhibit floor, cash bar, (exclusive)
- **Tuesday Refreshment Break Sponsor,** served in the exhibit hall (exclusive)
- **Wednesday International Reception Sponsor**
- **Thursday Continental Breakfast Sponsor**

As a sponsor of one of these events, you will have a tent card at every table, the opportunity to place your literature at the tables, and have your logo on all signage in the food area. Preshow, your company name will be linked with the sponsorship on the website, in the event guide and in attendee emails. Very strong new opportunity.

More Unique Opportunities to Promote Your Brand!

Badge Lanyards
$7,500 (sponsor supplied)
Watch everyone walk around the show with your name around their neck!

Badge Holder Inserts
$7,500 (sponsor supplied)
Your supplied insert will be placed in every attendee badge holder with your message visible to all for the entire week. Great for driving traffic to your booth.

Literature in the Event Bag
$1,750 (6 opportunities)
Place a flyer, 2-sided brochure or other insert in our Event Bag given to all attendees.

Floor Map
$7,500 (TAPPI will produce and provide floor map)
The go-to guide to find exhibitors on the show floor, the Floor Map is handed to every attendee entering the Exhibit Hall. Your logo appears on the front cover and the entire back page. This is a major traffic-building promotion and a great way to get your message directly into attendees' hands.

Phone Charging Station Sponsor
$5,500
Attendees will be relieved and thankful to be able to re-charge their phones. As the Phone Charging Station Sponsor your logo will be prominently displayed on the station, included in the event guide and website listed as the sponsor. Your material can also be at the Charging Station for attendees. This is a sponsorship that will be used over and over again with name recognition & branding for you.

Aisle Sign Sponsor
$8,500 (Exclusive Opportunity)
Imagine your logo on every hanging sign on every aisle of the show! As attendees walk the Show Floor, it is impossible to miss your company branding – and impact.

NEW!
Website Logo & Link To Your Company Site
$4,000
Have your company logo link to your company website from the official event website (www.SUPERCORREXPO.org). This event website will have all show-related information, and attendees will refer to the site for show updates, exhibitor listings, and conference and networking functions.

Conference Notepad
$3,500 (sponsor supplied)
Everyone needs a notepad to capture those great sessions! Have your notepad personalized with your information. We will distribute to all paid TAPPI & AICC Conference attendees & VIPs. (Exclusive Opportunity)

Registration Pens
$2,500 (sponsor supplied)
Your customized pen will be a handy tool that will be used and retained - with your message at attendees' fingertips. An effective way to put your name in front of attendees the moment they arrive. (Exclusive Opportunity)

Continental Breakfast & Coffee Breaks
$5,500
Let your company be synonymous with a pleasant awakening as a sponsor at one of the Continental Breakfasts & Coffee Breaks. Your sponsorship will provide attendees with a full continental breakfast buffet prior to the general session as well as a coffee break. Networking at the Continental Breakfast and Coffee Breaks is considered by many attendees to be the best way to meet up with colleagues, customers and friends. You will have signage at each event, company literature in the networking area, and listed in the Show Guide & on the website.

Death-By-Chocolate Snacks

$3,000 (per day, snacks included)

Knowledge and advice aren't the only things SuperCorrExpo attendees hunger for. Snack breaks are timed to coincide with conference breaks and are held regularly on the expo floor. Snack Break sponsorship includes:

- Promotion on the SuperCorrExpo site and in the official Show Guide
- The chance to hand out your literature to all those who want their candy!

Bean Bag Sponsorship

$3,000 (plus you can supply up to 6 bags)

Yes, you are reading this correctly! You provide bean bag chairs that will be placed throughout the registration area with your logo on it. They get noticed (and appreciated by tired attendees). You can even give them away as a door prize at the end of the show! For an additional fee we will supply the bean bag chairs.

Customized Email Campaign

$5,000 (Limit 2)

SuperCorrExpo will deliver event-related pre-show email messages specifically targeting pre-registered, as well as alumni for SuperCorrExpo. This email will have content regarding the event as well as information on registering for the conferences. Company's logo and 50 words of copy will be included in the message along with the company hyperlink.

Free Standing Signs

$2,000/Single Sided, $3,500/Double Sided

Free standing signs can be located throughout the Convention Center. Market your company to our audience with these 8' Tall x 3' Wide displays. Be sure that when the buyers are looking around, it's your company they see first. (Exhibitor provides graphics and is responsible for production costs.)

Lite Box Signs

$2,500 for 1 slot/$4,500 for 2

Lite boxes are placed throughout the high traffic areas, with your company name and message in one of 3 slots available. The backlighting really makes your message stand out and be seen. (Exhibitor provides graphics and is responsible for production costs.)

Banners At SuperCorrExpo

(Call for locations & pricing)

Bold and bright banners help you catch the attention of SUPERCORREXPO attendees.Positively impact your booth traffic with banners that promote your product or service! Drive traffic to your booth from the lobby and registration areas. (Exhibitor provides graphics and is responsible for production costs.)

Hotel Room Drops

(Call for details & pricing)

Mobile App Sponsor

(Call for details & pricing)

Put your company name in front of attendees every time they access the meeting mobile app on their smartphones and tablets. Multiple branding opportunities available throughout the custom app.

Thinking Outside Booth…in a BIG WAY

As a premier sponsor, you will be associated with SuperCorrExpo as an industry leader. The branding, networking and exposure at events, online, and onsite is powerful and designed to increase your visibility with all our attendees at this international event.

Platinum Sponsor

Show Special: Cost: $25,000
(Post Show: $30,000)

(minimum 20x30 booth required)

SuperCorrExpo is getting bigger & better, and so are the Platinum opportunities. There is nothing as comprehensive or as powerful:

Exclusive Platinum Event Sponsorship Includes:
- Keynote Presentation Introduction – your choice of which day
- Two Minute Company Overview
- Listed on the Website, in the Show Guide & Schedule-at-a-Glance as the Keynote Presenter & Sponsor of the Day
- Breakfast Sponsor (on day of your Introduction)
- Coffee Break (on day of your Introduction)
- Logo on Presentation Screen during breakfast
- Signage as the Sponsor at the Keynote Presentation

Plus…NEW Bonus Opportunities (Show Specials)
- Golf Hole Sponsor (your choice of holes)
- New: Corner Spot on Blackout Bingo

Advertising:
- Full Page, 4-color Ad in the SuperCorrExpo Show Guide
- Electronic Show Daily – Your logo appears as our sponsor to all attendees and prospects
- Industry Magazine Advertising: Prime Logo positioning in SuperCorrExpo ads that will be appearing in major industry magazines including international exposure, SuperCorrExpo literature, website, e-mail campaigns and more!

Branding is powerful & your impact and logo reach begins almost immediately!
- Event Bag insert (sponsor supplied)
- Logo on the Event Bag
- Co-Sponsor Ribbon on badges for your attending company representatives
- Top Spot: Logo and “thank you” in the Show Guide as a Sponsor
- Top Spot: Logo and “thank you” on the SuperCorrExpo.org website Sponsor Page
- Top Spot: Logo and “thank you” in the Electronic Show Daily as a Sponsor
- Top Spot: Inclusion on a special “Thank You to our Sponsors” sign in the registration area
- New: Media attention: “Go-to” company for quotes and coverage
- Show Guide: Company description and product category listing with logo

Education: Three Conference Passes

New: GALA
- Four passes to the Gala Event at Madame Tussauds Wax Museum

Online:
- Logo on the SuperCorrExpo.org website that links to your company website
- Top Recognition on the Sponsor Page

Traffic Builders:
- E-mail blast mentions as the top sponsor
- VIP Expo Hall passes for your clients
- Inclusion in the Floor Map/Blackout Bingo

Gold Sponsor

Show Special: $20,000
(Post Show $25,000)
(minimum 20x20 booth required)

Keynote Session Sponsor (your choice of which day) which includes :
- Signage as the Sponsor at the Keynote Presentation
- Listed on the Website, in Show Guide & Schedule-at-a-Glance as the Keynote Sponsor of the day

Choose TWO of the following promotions:
- Breakfast Sponsor (on the day you Sponsor)
- Coffee Break (on the day you Sponsor)
- New: Spot on Blackout Bingo
- Golf Hole Sponsor
- Two passes to the Gala Event at Madame Tussauds Wax Museum

Advertising:
- 1/2 Page, 4-color Ad in the SuperCorrExpo Show Guide
- Show Daily – Your logo appears as our sponsor to all attendees and prospects
- Industry Magazine Advertising: Logo listed in SuperCorrExpo ads that will be appearing in major industry magazines including international exposure, SuperCorrExpo literature, website, e-mail campaigns and more!

Branding is powerful & your impact and logo reach begins almost immediately!
- Event Bag insert (sponsor supplied)
- Logo on the Event Bag
- Co-Sponsor Ribbon on badges for your attending company representatives
- Logo and "thank you" in the Show Guide as a Sponsor
- Logo and "thank you" on the SuperCorrExpo.org website Sponsor Page
- Logo and "thank you" in the Electronic Show Daily as a Sponsor
- Inclusion on a special "Thank You to our Sponsors" sign in the registration area
- New: Media attention: "Go-to" company for quotes and coverage
- Show Guide: Company description and product category listing with logo

Education: Two Conference Passes

Online:
- Logo on the SuperCorrExpo.org website that links to your company website
- Recognition on the Sponsor Page

Traffic Builders:
- VIP Expo Hall passes for your clients
- Inclusion in the Floor Map as Gold Sponsor

Silver Sponsor

Show Special: $9,500
(Post Show $11,000)
(minimum 10x20 booth required)

Benefits of becoming a Silver Sponsor will bring you extensive logo placement, branding online and onsite… and distinguishes you as a leader!

Branding:
- Logo on the Event Bag
- Co-Sponsor Ribbon on badges for your attending company representatives
- Logo and "thank you" in the Show Guide as a Sponsor
- Logo and "thank you" on the SuperCorrExpo.org website Sponsor Page
- Logo and "thank you" in the Show Daily as a Sponsor
- Inclusion on a special "Thank You to our Sponsors" sign in the registration area
- Show Guide: Company description and product category listing with logo

Bonus: Choose One
- New: Spot on Blackout Bingo
- Golf Hole Sponsor

Online:
- Logo on the SuperCorrExpo.org website that links to your company website
- Recognition on the Sponsor Page

Advertising: 1/2 page ad in the Show Guide

Traffic Builders:
- VIP Expo Hall passes for your clients

General Exhibitor

CorrExpo Show Special Rate for SuperCorr Booth Space

Cost: $28.50 per square foot

Post CorrExpo Show: $30.00 per square foot

Branding:

- Company description and product category listing in SuperCorrExpo Show Guide
- Listing on the SuperCorrExpo.org website & Floor Plan

Traffic-Builder:

- VIP Expo Hall passes for your clients
- Inclusion in the Floor Map

Booth Space:

Pipe and drape 10'x10' & 10'x20' booths with show colors, ID sign

Networking:

Sunday Night	Welcome Reception
Monday	Refreshment breaks
Monday Night	Networking Reception on the Exhibit Floor (cash bar)
Tuesday	Refreshment breaks
Tuesday Night	SuperCorrExpo Gala at Madame Tussaud's Wax Museum
Wednesday	Continental Breakfast and Refreshment Break
Wednesday	International Reception
Thursday	Continental Breakfast and Refreshment Break

Any ideas you don't see here?
We're open to customizing programs for you.

Contact:

LINDA COHEN

lcohen@tappi.org

914-944-0135

TAPPI AICC 2016 SUPER CORR EXPO® October 17-20, 2016 Orlando Florida USA

SHOW SPECIALS

Company Name _____
Contact _____
Email _____

Golf Sponsorships:

Golf Hole Sponsor **$850**
Beverage Cart Sponsor **$6,500**
Golf Lunch Sponsor **$5,000**
Golf Cart Sponsor **$5,500**
Half Way House Bar Sponsor **$5,500**
Golf Giveaway Sponsor **$2,500**

Pick Your Special Event to Sponsor..... $4,500 per Event

Monday Lunch Sponsor
Monday Networking Reception Sponsor
Tuesday Refreshment Break Sponsor
Wednesday International Reception Sponsor
Thursday Continental Breakfast Sponsor

Additional Opportunitues

Black Out Bingo..... **$1,000 per square**
Madam Tussauds GALA **$7,000**
Hosted Welcome Reception **$750**
SuperCorrCafe Sponsor **$8,500**
Floor Map **$7,500**
Literature in the Event Bag **$1,750**
Aisle Sign Sponsor **$8,500**
Phone Charging Station Sponsor **$5,500**
Death-by-Chocolate Sponsor.... **$3,000/day**
Continental Breakfast &
Coffee Break Sponsor..... **$5,500/day**
Badge Lanyards **$7,500**
Badge Holder Inserts **$7,500**
Website Logo & Link to your Site.... **$4,000**
Conference Notepads **$3,500**
Registration Pens..... **$2,500**
Customized Email Campaign..... **$5,000**
Hotel Literature
In-Room Drops ..... **(call for pricing)**
Bean Bag Sponsor..... **$3,000**
Mobile App Sponsor ..... **(call for pricing)**
Lite Box Signs..... **$2,000/Single Sided**
Lite Box Signs ..... **$3,500 Double Sided**
Hanging Banners ..... **(call for pricing & placement)**

Platinum Sponsor ..... **$25,000 Show Special/$30,000 Post Show**
Gold Sponsor ..... **$20,000 Show Special/$25,000 Post Show**
Silver Sponsor ..... **$9,500 Show Special/$11,000 Post Show**

Sponsorship selected:_____ Cost: $ _____
Sponsorship _____ Cost: $_____
TOTAL of all Sponsorships Selected: $ _____

☐ Checks (make checks payable to TAPPI in US dollars)

Mail Payments to:

TAPPI - Attn: 2016 SuperCorrExpo Sponsorship; 15 Technology Pkwy S., Ste 115, Peachtree Corners, GA 30092 USA

☐ Credit Card (check one) ☐ Amex ☐ Visa ☐ Master Card
Credit Card Number: _____
Expire Date: _____Name on card _____
Authorized Signature: _____
Return application to: lcohen@tappi.org • Phone: 914-944-0135 • Fax 914-944-0377

RULES AND REGULATIONS

TAPPI, the leading association for the worldwide pulp, paper & allied industries is the owner and organizer of SuperCorrExpo 2016, hereinafter referred to as "Show" and Show includes the exhibits and any official conferences occurring with the Show. "Exhibitor" refers to the company or entity making application to rent or use space at the Show and/or sponsoring activities at the Show.

1. SPACE RENTAL CHARGE. Booth fees are $28.50 per sq.ft. (USD) through December 4, 2015 with a 100 sq.ft. minimum.

2. PAYMENT. A $500 deposit must accompany a completed application.

3. CANCELLATION OF CONTRACT. Rates will be increased and adjusted to standard rates if payments are not received prior to the payment schedule. Cancellation penalties and downsizing fees will result in non-refundable fees due based on the annual payment dates. In addition, Exhibitor loses the right to use any complimentary registrations, passes, discounts and/or tickets granted by this contract as part of Show participation. Show Management reserves the right to terminate this contract immediately and to withhold from Exhibitor possession of the exhibit space and Exhibitor shall forfeit all space rental fees paid if, (a) Exhibitor fails to pay all space rental charges according to payment schedule, or (b) Exhibitor fails to perform any material terms or conditions of the contract or refuses to abide by these Rules and Regulations set forth by Show.

4. ELIGIBLE EXHIBITS. Show Management reserves the right to determine eligibility of any company or product to participate in the Show. Show Management can refuse rental of exhibit space to any company whose display of goods or services is not, in the opinion of Show Management, compatible with the educational character and objectives of the Show.

5. DEADLINES FOR EXHIBIT SPACE. Assignment of exhibit space at this time will be made based on the date the application and deposit are received, with priority given to past TAPPI Exhibitors and TAPPI Sustaining Members.

6. ALLOCATION OF SPACE AND ASSIGNMENT. Whenever possible, Show Management intends to make space assignments in keeping with the Exhibitor's desired location. During the initial assignments, if two or more exhibitors request the same location, preference will be given to the exhibitor by date of application receipt and TAPPI Sustaining Company Member status. TAPPI reserves the right to make the final determination of all space assignments in the best interest of the Show.

7. SUBLETTING OF EXHIBIT SPACE. Exhibitors may not assign, sublet or share their exhibit space with another business or firm, even if Exhibitor cancels the booth. Exhibitors must show goods manufactured or dealt in by Exhibitor in the regular course of Exhibitor's business. Should an article of a firm or business not contracted to participate in the Show be required for operation or demonstration in Exhibitor's display, identification of such article shall be limited to the usual and customary nameplates, imprint or trademark under which same is sold in the general course of business.

8. LIABILITY. Neither TAPPI, Show Management, its members, nor the representatives and employees thereof, or any other TAPPI authorized contract help, its official service contractors nor the Orange County Convention Center nor its representatives and employees will be responsible for injury, loss or damage that may occur to Exhibitor or to Exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the this contract. It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that Exhibitor shall assume risk of any injury, loss or damage, and Exhibitor, by signing this contract, hereby assumes such risk and expressly releases Show Management and its agents from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the Exhibitor shall be the Exhibitor's responsibility.

9. EXHIBITOR INSURANCE. Exhibitor shall, at Exhibitor's sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than $1,000,000. Such insurance shall name TAPPI, Shepard Exposition Services and the Orange County Convention Center as an additional insured. Workers Compensation and Occupational Disease insurance shall be in full compliance with all federal and state laws, covering all of Exhibitor's employees engaged in the performance of any work for Exhibitor. All property of the Exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall.

10. DISABILITY PROVISIONS. Exhibitor shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any regulations implemented by that Act.

11. DAMAGE TO PROPERTY. Exhibitor is liable for any damage caused to Show facilities (e.g. building floors, walls or columns), or to standard booth equipment, or to another Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building columns and floors or to standard booth equipment.

12. LABOR. Exhibitor is required to observe all contracts in effect between service contractors and the Orange County Convention Center.

13. INSTALLATION. Target move in and move out dates are published in the Exhibit Service Manual for the Show.

14. DELIVERY AND REMOVAL DURING SHOW. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during open hours of the Show without written permission from Show Management. All arrangements for delivery, during non show hours, of supplies, such as flexible materials, cartons and products to be packaged must be made with Show Management. No deliveries may be made during show hours.

15. REMOVAL OF HAND CARRIED MATERIALS. Removal passes will be required to remove any materials from the floor. These passes are available from TAPPI Show Management. Portfolios, briefcases and packages will be subject to inspection by the security guards.

16. INSTALLATION AND DISMANTLING PERSONNEL. Exhibitor may provide own exhibit furnishings, and may specify own independent contractor for the installation and dismantling of the Exhibitor's booth space. The Exhibitor is responsible for ensuring that any Exhibitor appointed contractors supply Show Management with a valid Certificate of Insurance, naming TAPPI as an additional insured, with a minimum of $1,000,000 liability coverage, including property damage. If Exhibitor uses companies other than Show's official contractors, Exhibitor must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for Show Management to qualify that contractor's participation. Upon verification, official service badges allowing access to the Show area during service hours only will be issued.

17. CONFLICTING EVENTS DURING SHOW HOURS. Exhibitor and Sponsors agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the Show and meeting rooms during the hours of all Show activities. All requests for meeting rooms, hotel suites and special function rooms must be approved by Show Management. If Exhibitor and/or cancels their exhibit space or sponsorship, Exhibitor will automatically lose the opportunity to use any approved meeting rooms, hotel suites or special function rooms.

18. DISMANTLING. Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official closing time. Exhibitor's booth must be fully staffed and operational during the entire Show. Exhibit displays or materials left in the booths without instructions will be packed and shipped at the discretion of Show Management, and all charges will be applied to the Exhibitor. Any Exhibitor dismantling prior to the official closing time will be fined $500 and may lose Exhibitor priority booth selection status.

19. BADGES. Official badges for the Show will be required for entry into the exhibit hall at all times. Badges are not transferable and those worn by other than the person to whom issued will be confiscated. Business cards are not to be used in badge holders. Exhibitors may be granted an allotment of full conference badges per exhibit space (please refer to exhibit pricing for specifics). Badges needed in excess of this allotment must be purchased at the rate designated in the current SuperCorrExpo 2016 Exhibitor and Sponsorship Prospectus.

20. CHARACTER OF EXHIBITS. The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Exhibitor's booth personnel, including demonstrators, hosts/hostesses and models, are required to confine their activities within Exhibitor's booth space. Apart from the specific display space for which an Exhibitor has contracted herein, no part of the facility and its grounds may be used by Exhibitor or Exhibitor's agents other than Show for display purposes of any kind or nature without Show Management approval. Within the public hotel property, Exhibitor brand or company logos, signs, and trademark displays will be limited to the official Show area only.

A. Attire. Representatives should be conservatively and appropriately attired to maintain the professional and business like climate of the Show. Show Management reserves the right to judge the appropriateness of any attire worn by Exhibitor's personnel.

B. Sound. Videos or movies relating to Exhibitor's equipment will be permitted, provided projection equipment and screen are located on the rear one third of the booth, and all viewers stand or sit within the booth. Sound videos or movies will be permitted only if the sound is not audible in the aisle or neighboring booths. Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighboring Exhibitors. Show Management will be the sole arbitrator and determiner of reasonable sound levels.

C. Lighting. In the best interest of the Show, Show Management reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs or lights is not permitted.

D. Booth Exteriors. The exterior of any display cabinet or structure facing a side aisle, or adjacent Exhibitor's booth must be suitably decorated at Exhibitor's expense.

E. Objectionable Activities. In fairness to all Exhibitors, no obstructive or objectionable activity will be permitted during show hours. Examples of such activity include - noisily operating displays, producing objectionable odors or other lewd or visual obstructions or behaviors. Show Management serves as sole judge of objectionable material or behavior.

21. MUSIC LICENSING. Exhibitor represents and warrants that Exhibitor shall comply with all applicable copyright restrictions involving the Show, including but not limited to, any music performance agreement between Show and BMI. Exhibitor further represents and warrants that Exhibitor shall obtain any necessary licenses or permissions under the copyright laws for use during the Show and will present Show Management a copy of such license or permission if requested by Show Management.

22. DISPLAY HEIGHTS. Display material (including show cases, display or storage cabinets, electrical fixtures, wire, conduits, etc.) and equipment must adhere to the Exhibit Construction Guidelines outlined on the floor plan and in the Exhibit Service Manual.

23. POSITIONING EQUIPMENT IN RELATION TO AISLE. To ensure the safety of all Show participants, any machinery and equipment shall be positioned so that no portion is closer than 3 feet from the aisle.

24. RELOCATION OF EXHIBITS. Show Management reserves the right to alter the location of exhibit spaces, at its sole discretion, in the best interest of the Show.

25. FIRE REGULATIONS. Fire regulations require that all display materials be fire resistant or treated with a flame retardant solution to meet requirements of the standard flame test as provided in the Orange County Convention Center for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. All cartons, crates, containers, and packaging materials will be stored by the official service contractor, as the facility has no crate storage space apart from that assigned by Show Management. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas and exit stairways must be maintained at their required width at all times that the Show is open. No obstruction such as chairs, tables, displays or other materials will be allowed to protrude into the aisles. Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Show. Compliance with such laws is mandatory for all Exhibitors and the sole responsibility is Exhibitor's.

26. PHOTOGRAPHY AND SKETCHING. Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of Exhibitor concerned in each case. Sketching or drawing machinery or products on display is prohibited.

27. FOOD SERVICE. All approved arrangements for all food, beverage and alcohol service must be made with the caterer at the Orange County Convention Center.

28. FAILURE TO HOLD SHOW. Should any contingency prevent holding of the Show, Show Management may retain such part of the Exhibitor's rental fees as shall be required to compensate it for expenses incurred up to the time such contingency shall have occurred. All remaining rental fees, less any non-refundable deposits, shall be refunded. However, Exhibitors and Sponsors will not be reimbursed if the Show is cancelled, postponed, curtailed or abandoned due to force majeure, including but not limited to an act of God, war, insurrection terrorist act, or radioactive contamination.

29. SHOW DIRECTORY. To be listed in the printed Conference Guide, Show Management must receive the completed and signed space application and full payment prior to August 15, 2016.

30. AMENDMENT OF RULES. Show Management reserves the right to make changes, or additions to these rules should the need arise. All changes and additions so made shall be binding on Exhibitor and Sponsor provided all Exhibitors and Sponsors will be advised of any changes. Any matters not specifically covered herein are subject to decision by Show Management.

31. Future Participation. To reward fairly participation in TAPPI's Corrugated shows, we have developed a system of points to use in assigning future booth space. The points accumulate from year to year activity, and the opportunity to engage in such activity is open to all companies. Points are assigned as follows: 3 points for every 100 square feet of exhibit space paid; 1 point per US$2,500 in sponsorship paid; 3 points for TAPPI Sustaining Company Membership. The points are awarded to the company from which payment is received. If the payment received from one company is for a "shared" booth situation or other shared activity, then any distribution of the points is up to the paying company (please notify TAPPI of your decision on any division of points). If payments from more than one company are received by TAPPI for one invoiced item, then the points will be divided in proportion to dollar amount. Points accumulated from past years' rules have been preserved and tabulated, and the exhibitor is welcome to know their point accumulation at any time. If companies have been acquired, then points may be transferred as long as sufficient evidence is presented for rights to succession. Management will have the right, in its sole discretion upon notice to the exhibitor, to resolve any and all disagreements regarding the allocation of points towards future participation.